

Title (en)  
Interactive searching and recommending method and apparatus

Title (de)  
Interaktives Such- und Empfehlungsverfahren und Vorrichtung

Title (fr)  
Procédé et appareil de recherche et recommandation interactive

Publication  
**EP 2930627 A1 20151014 (EN)**

Application  
**EP 14199174 A 20141219**

Priority  
CN 201410145997 A 20140411

Abstract (en)  
An interactive searching and recommending method and apparatus are provided. The method includes: receiving a search query; obtaining a plurality of search results associated with the search query; analyzing the plurality of search results so as to obtain at least one recommended item and a recommended content corresponding to the recommended item; providing a search webpage and displaying the plurality of search results and the at least one recommended item in the search webpage; and receiving a triggering operation on the recommended item and displaying the recommended content corresponding to the triggered recommended item within the search webpage according to the triggering operation.

IPC 8 full level  
**G06F 17/30** (2006.01)

CPC (source: CN EP US)  
**G06F 16/951** (2018.12 - CN); **G06F 16/9535** (2018.12 - EP US); **G06F 16/9558** (2018.12 - EP US); **H04L 67/02** (2013.01 - US)

Citation (search report)  
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• [A] US 2009240683 A1 20090924 - LAZIER ARIEL J [US], et al  
• [A] US 8510287 B1 20130813 - WU QIANG [US], et al

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Designated contracting state (EPC)  
AL AT BE BG CH CY CZ DE DK EE ES FI FR GB GR HR HU IE IS IT LI LT LU LV MC MK MT NL NO PL PT RO RS SE SI SK SM TR

Designated extension state (EPC)  
BA ME

DOCDB simple family (publication)  
**EP 2930627 A1 20151014**; CN 103927354 A 20140716; JP 2015204103 A 20151116; US 10051030 B2 20180814; US 2015293978 A1 20151015

DOCDB simple family (application)  
**EP 14199174 A 20141219**; CN 201410145997 A 20140411; JP 2014264340 A 20141226; US 201414577684 A 20141219